

Rep Order# 6818521 Ver# 5 Status Revised Traffic Order# 178087 Printed: 10/03/2012 9:37 AM I of 4
EC'd Yes Last Received: 10/03/2012 9:30 AM
Showing Buylines: All Rep Revised Lines

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () DEM. CNQ. CMP COMM.
Product DCCC
Estimate# 1198
Buyer Maura Gilroy
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1198
Flight Dates 10/18/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---												
SC=*												
--- REMARKS ---												
REV TO CNX ORDER												
ATTN ALL LINES												
ATTN NEW TTL												
PLEASE CFN												
THANKS												
Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*1	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	---
		KRQE NW13-MORN< V5 Cancelled	10/18-10/22	\$150.00	:30	0	0	TH-F,M	5A-6A	\$0.00	0	---
*2		CBS THS MRN:SA V5 Cancelled	10/20-10/20	\$50.00	:30	0	0	SA	5A-7A	\$0.00	0	
*3		KRQE NW13-MRN2< V5 Cancelled	10/18-10/22	\$300.00	:30	0	0	TH-F,M	6A-7A	\$0.00	0	
*4		CBS THS MRNG-2< V5 Cancelled	10/18-10/22	\$300.00	:30	0	0	TH-F,M	7A-9A	\$0.00	0	
*5		CBS SUNDAY MORNING V5 Cancelled	10/21-10/21	\$600.00	:30	0	0	SU	8A-930A	\$0.00	0	
*6		FACE THE NATION Buyline Comment: LIMITED WEEKLY INVENTORY AVAILABLE V5 Cancelled	10/21-10/21	\$2,200.00	:30	0	0	SU	930A-10A	\$0.00	0	
*7		THE DOCTORS V5 Cancelled	10/18-10/22	\$125.00	:30	0	0	TH-F,M	9A-10A	\$0.00	0	

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Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*8		KRQE NW13-NOON< V5 Cancelled	10/18-10/22	\$275.00	:30	0	0	TH-F,M	12P-1230P	\$0.00	0	
*9		DR. PHIL V5 Cancelled	10/18-10/22	\$175.00	:30	0	0	TH-F,M	3P-4P	\$0.00	0	
*10		KRQE NWS13@4PM V5 Cancelled	10/18-10/22	\$425.00	:30	0	0	TH-F,M	4P-430P	\$0.00	0	
*11		KRQE NWS13@430 V5 Cancelled	10/18-10/22	\$425.00	:30	0	0	TH-F,M	430P-5P	\$0.00	0	
*12		CBS EVE NWS Buyline Comment: LIMITED WEEKLY INVENTORY AVAILABLE V5 Cancelled	10/18-10/22	\$1,000.00	:30	0	0	TH-F,M	5P-530P	\$0.00	0	
*13		KRQE NWS13-530< V5 Cancelled	10/18-10/22	\$900.00	:30	0	0	TH-F,M	530P-6P	\$0.00	0	
*14		JEOPARDY V5 Cancelled	10/18-10/22	\$1,200.00	:30	0	0	TH-F,M	6P-630P	\$0.00	0	
*15		WHEEL OF FORTNE V5 Cancelled	10/18-10/22	\$1,200.00	:30	0	0	TH-F,M	630P-7P	\$0.00	0	
*16		JEOPARDY-WKND V5 Cancelled	10/20-10/20	\$275.00	:30	0	0	SA	6P-630P	\$0.00	0	
*17		WHEEL-FORTNE W V5 Cancelled	10/20-10/20	\$275.00	:30	0	0	SA	630P-7P	\$0.00	0	
*18		THE MENTALIST V5 Cancelled	10/18-10/18	\$4,200.00	:30	0	0	TH	9P-10P	\$0.00	0	

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 Flight Dates 10/18/2012 - 10/22/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*19		BLUE BLOOD-CBS V5 Cancelled	10/19-10/19	\$3,000.00	:30	0	0	F	9P-10P	\$0.00	0	
*20		60 MINUTES Buyline Comment: LIMITED WEEKLY INVENTORY AVAILABLE V5 Cancelled	10/21-10/21	\$6,000.00	:30	0	0	SU	6P-7P	\$0.00	0	
*21		THE GOOD WIFE V5 Cancelled	10/21-10/21	\$3,600.00	:30	0	0	SU	8P-9P	\$0.00	0	
*22		KRQE NWS13 @10 V5 Cancelled	10/18-10/22	\$1,500.00	:30	0	0	TH-F,M	10P-1035P	\$0.00	0	
*23		KRQE NWS13 @10 V5 Cancelled	10/20-10/20	\$700.00	:30	0	0	SA	10P-1035P	\$0.00	0	
*24		KRQE NWS13 @10 Buyline Comment: WILL RUN LATE AFTER NFL V5 Cancelled	10/21-10/21	\$800.00	:30	0	0	SU	10P-1035P	\$0.00	0	
*25		LETTERMAN V5 Cancelled	10/18-10/22	\$550.00	:30	0	0	TH-F,M	1035P-1137P	\$0.00	0	
*26		NFL: GAAME V5 Cancelled	10/21-10/21	\$2,400.00	:30	0	0	SU	2P-5P	\$0.00	0	

---REPORT TOTALS---
 Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

4 of 4

Printed: 10/03/2012 9:37 AM
Last Received: 10/03/2012 9:30 AM
Showing Buylines: All Rep Revised Lines

Traffic Order# 178087

Ver# 5 Status Revised

Rep Order# 6818521
EC'd Yes

Station	KRQE-TV ALBUQUERQUE, NM.	Agency	() GREAT AMERICAN MEDIA	Rep Firm	
Advertiser	() DEM. CNG. CMP COMM.		3050 K ST NW	Sales Office	() PHILADELPHIA
Product	DCCC		WASHINGTON, DC 20007	Salesperson	() AMY MCCREARY
Estimate#	1198	Agency C/P1/P2/E	11/14/1198	Salesperson Phone#	215-568-6540
Buyer	Maura Gilroy	Flight Dates	10/18/2012 - 10/22/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks			

Oct 12: 0 / \$0.00

Sales Totals: 0 / \$0.00

Station Totals: 0 / \$0.00

lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$0

---COMPETITIVE COMMENTS---

JUST SHARES, KASY RECEIVED LESS THAN 1%

Books	NOV12
Demos	RA35+

---Agency Comment---

--- CREDIT RISK ---
CASH IN ADVANCE

Rep Order# 6818521 Ver# 3 Status Revised Traffic Order# 178087 Printed: 07/20/2012 9:37 AM 1 of 2
EC'd Yes Last Received: 07/20/2012 9:27 AM
Showing Buylines: All Rep Revised Lines

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () DEM. CNG. CMP COMM.
Product DCCC
Estimate# 1198
Buyer Maura Gilroy
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, S#800
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1198
Flight Dates 10/18/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SGC= *

--- REMARKS ---

REV LINE 26
PLEASE CNF
THANKS

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*26		NFL: GAAME	10/21-10/21	\$2,400.00	:30	1	1	SU	2P-5P	\$2,400.00	1	
Sales Remark: V3 CHANGE TO NON DEVER GAME												
V3 Program Name Change, Comment Changed												

---REPORT TOTALS---

Report Totals: 1 / \$2,400.00

---SALES MONTHLY TOTALS---

Oct 12: 42 / \$44,325.00
Sales Totals: 42 / \$44,325.00
Station Totals: 42 / \$44,325.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$130,368
KASA 11% KASY 1% KOB 18%
KRCP 34% KWQC 2%

---COMPETITIVE COMMENTS---

EST SHARES, KASY RECEIVED LESS THAN 1:

Forks
10/20/2012 10:35+

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Traffic Order# 178087

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2 of 2

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () DEM. CNG. CMP COMM.
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Estimate# 1198
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Agency () GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, S#800
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Flight Dates 10/18/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
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Salesperson FAX# 215-568-1845

--- CREDIT RISK ---
CASH IN ADVANCE

ORDER



KROE

Orders	Order / Rev:	178087	
	Alt Order #:	06818521	
	Product Desc:	DCCC	
	Estimate:	1198	
	Flight Dates:	10/18/12 - 10/22/12	Primary AE: Petry Philadelphia
	Original Date / Rev:	05/24/12 / 05/24/12	Sales Office: P-PHI
	Order Type:	REG	Sales Region: Nat

Agency	Name:	Great American Media	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		1010 Wisconsin Avenue Northwest	Billing Cycle: EOM/EOC
		Washington, DC 20007	Agency Commission: 15%

Advertiser	Name:	POL/Democratic Congressional Camp	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL1	Order Separation: 00:15:00
	Priority:	P1	Advertiser External ID: IN7419/IN76130/AL1001
	Revenue Codes:	AGY, POL, POL-ISS	Agency External ID: IN3307/TO232

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	42	\$44,325.00	\$37,676.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	42	\$44,325.00	\$37,676.25	0.00
Totals	42	\$44,325.00	\$37,676.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
KRQE	34%	\$44,325.00
Market	100%	\$130,367.65

Competitive Share	Share	Total
CABLE	0%	\$0.00
KASA	11%	\$14,340.44
KASY	1%	\$1,303.68
KBIM	0%	\$0.00
KLUZ	0%	\$0.00
KOAT	34%	\$44,325.00
KOB	18%	\$23,466.18
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KREZ	0%	\$0.00
KWBO	2%	\$2,607.35
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	10/18/12	10/22/12	M-F KROE News 13 @ 5a	CM	KROE News 13 @ 5a	M--TF--	:30	2	\$150.00	P3	0.00	NM	2	\$300.00
KROE NW13-MORN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/18/12	10/24/12	M--TF--			2		\$150.00		0.00				
E 2	All	10/20/12	10/20/12		CM	5a-7a	-----S-	:30	1	\$50.00	P3	0.00	NM	1	\$50.00

Order / Rev: 178087
 Alt Order #: 06818521
 Flight Dates: 10/18/12 - 10/22/12

Advertiser: POL/Democratic Congressional Campaign
 Product Desc: DCCC
 Estimate: 1198
 KRQE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS This Morning Sa The Early Show Sa														
CBS THS MRN:SA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1		\$50.00			0.00			
E 3	All	10/18/12	10/22/12	M-F KROE News 13 @6a	CM	KROE News 13 @M--TF--	:30	3	\$300.00	P3	0.00	NM	3	\$900.00
KROE News 13 @6a														
KRQE NW13-MRN2<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/12	10/24/12	M--TF--		3		\$300.00			0.00			
E 4	All	10/18/12	10/22/12	CBS This Morning	CM	CBS Early Show M--TF--	:30	3	\$300.00	P2	0.00	NM	3	\$900.00
CBS Early Show M-F 7a-9a														
CBS THS MRNG-2<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/12	10/24/12	M--TF--		3		\$300.00			0.00			
E 5	All	10/21/12	10/21/12	CBS Sunday Morning	CM	8a-930a	:30	1	\$600.00	P3	0.00	NM	1	\$600.00
CBS Sunday Morning														
CBS SUNDAY MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$600.00			0.00			
E 6	All	10/21/12	10/21/12	Face the Nation	CM	930-10a	:30	1	\$2,200.00	P1	0.00	NM	1	\$2,200.00
Face the Nation														
FACE THE NATION														
LIMITED WEEKLY INVENTORY AVAILABLE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$2,200.00			0.00			
E 7	All	10/18/12	10/22/12	M-F 9a-10a	CM	9a-10a	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
M-F 9-10a														
THE DOCTORS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/12	10/24/12	M--TF--		1		\$125.00			0.00			
E 8	All	10/18/12	10/22/12	M-F KROE News 13 @ Noon	CM	12p-1230p	:30	1	\$275.00	P3	0.00	NM	1	\$275.00
KROE News 13 @ Noon														
KROE NW13-NOON<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/12	10/24/12	M--TF--		1		\$275.00			0.00			
E 9	All	10/18/12	10/22/12	Dr. Phil	CM	3p-4p	:30	2	\$175.00	P3	0.00	NM	2	\$350.00
Dr. Phil														
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/12	10/24/12	M--TF--		2		\$175.00			0.00			
E 10	All	10/18/12	10/22/12	M-F KROE News 13 @ 4p	CM	4p-430p	:30	2	\$425.00	P3	0.00	NM	2	\$850.00
KROE News 13 @ 4p														
KRQE NWS13@4PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/12	10/24/12	M--TF--		2		\$425.00			0.00			
E 11	All	10/18/12	10/22/12	M-F KROE News 13 @ 430p	CM	430p-5p	:30	1	\$425.00	P3	0.00	NM	1	\$425.00
KROE News 13 @ 430p														
KROE NWS13@430														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/12	10/24/12	M--TF--		1		\$425.00			0.00			
E 12	All	10/18/12	10/22/12	CBS Evening News	CM	5p-530p	:30	3	\$1,000.00	P2	0.00	NM	3	\$3,000.00
CBS Evening News														
CBS EVE NWS														
LIMITED WEEKLY INVENTORY AVAILABLE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/12	10/24/12	M--TF--		3		\$1,000.00			0.00			
E 13	All	10/18/12	10/22/12	KROE News 13 @ 530p	CM	530p-6p	:30	3	\$900.00	P3	0.00	NM	3	\$2,700.00
KROE News 13 @ 530p														
KROE NWS13-530<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/18/12	10/24/12	M--TF--		3		\$900.00			0.00			
E 14	All	10/18/12	10/22/12		CM	M-F 6p-630p	:30	2	\$1,200.00	P3	0.00	NM	2	\$2,400.00

Order / Rev: 178087
 Alt Order #: 06818521
 Flight Dates: 10/18/12 - 10/22/12

Advertiser: POL/Democratic Congressional Campaign
 Product Desc: DCCC
 Estimate: 1198
 KRQE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6p-630p Jeopardy										
				JEOPARDY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/18/12	10/24/12	M--TF--		2		\$1,200.00		0.00				
E 15	All	10/18/12	10/22/12	M-F 630p-7p Wheel of Fortune	CM	M-F 630p-7p M--TF--	:30	2	\$1,200.00	P3	0.00	NM	2	\$2,400.00
				WHEEL OF FORTNE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/18/12	10/24/12	M--TF--		2		\$1,200.00		0.00				
E 16	All	10/20/12	10/20/12	Sa 6p-630p Jeopardy	CM	Sa 6p-630p -----S-	:30	1	\$275.00	P3	0.00	NM	1	\$275.00
				JEOPARDY-WKND										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-		1		\$275.00		0.00				
E 17	All	10/20/12	10/20/12	Sa 630p-7p Wheel of Fortune	CM	Sa 630p-7p -----S-	:30	1	\$275.00	P3	0.00	NM	1	\$275.00
				WHEEL-FORTNE W										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-		1		\$275.00		0.00				
E 18	All	10/18/12	10/18/12	Thur Hour 3 Thur Prime Hour 3	CM	9p-10p ---T---	:30	1	\$4,200.00	P2	0.00	NM	1	\$4,200.00
				THE MENTALIST										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---		1		\$4,200.00		0.00				
E 19	All	10/19/12	10/19/12	Fri Hour 3 Fri Prime Hour 3	CM	9p-10p ----F--	:30	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00
				BLUE BLOOD-CBS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--		1		\$3,000.00		0.00				
E 20	All	10/21/12	10/21/12	Sun Hour 1 Sun Prime Hour 1	CM	6p-7p -----S	:30	1	\$6,000.00	P2	0.00	NM	1	\$6,000.00
				60 MINUTES										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S		1		\$6,000.00		0.00				
E 21	All	10/21/12	10/21/12	Sun Hour 3 Sun Prime Hour 3	CM	8p-9p -----S	:30	1	\$3,600.00	P2	0.00	NM	1	\$3,600.00
				THE GOOD WIFE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S		1		\$3,600.00		0.00				
E 22	All	10/18/12	10/22/12	LN M-F M-F KRQE News 13 @10p	CM	10p-1035p M--TF--	:30	3	\$1,500.00	P3	0.00	NM	3	\$4,500.00
				KRQE NWS13 @10										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/18/12	10/24/12	M--TF--		3		\$1,500.00		0.00				
E 23	All	10/20/12	10/20/12	LN Sa Sa KRQE News 13@10	CM	10p-1035p -----S-	:30	1	\$700.00	P3	0.00	NM	1	\$700.00
				KRQE NWS13 @10										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-		1		\$700.00		0.00				
E 24	All	10/21/12	10/21/12	LN Su Su KRQE News 13@10	CM	10p-1035p -----S	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
				KRQE NWS13 @10										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S		1		\$800.00		0.00				
E 25	All	10/18/12	10/22/12	David Letterman David Letterman	CM	1035p-1137p M--TF--	:30	2	\$550.00	P2	0.00	NM	2	\$1,100.00
				LETTERMAN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/18/12	10/24/12	M--TF--		2		\$550.00		0.00				
E 26	All	10/21/12	10/21/12		CM	2p-530p -----S	:30	1	\$2,400.00	P3	0.00	NM	1	\$2,400.00

Advertiser:	POL/Democratic Congressional Campaign	
Product Desc:	DCCC	KRQE
Estimate:	1198	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NFL Reg Season Late GM											
				NFL Reg Season Late GM		(2:00 PM-5:00 PM)									
				NFL: DENVER GAME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/15/12	10/21/12	-----S	1	\$2,400.00	0.00								
													Totals	42	\$44,325.00

Rep Order# 6818521 Ver# 1 Status New
EC'd Yes

Traffic Order#

178087

Printed: 05/23/2012 2:43 PM
Last Received: 05/23/2012 2:38 PM
Showing Buylines: All Lines

1 of 3

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () DEM. CNG. CMP COMM.
Product DCCC
Estimate# 1198
Buyer Maura Gilroy
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, S#800
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1198
Flight Dates 10/18/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		KRQE NW13-MORN<	10/18-10/22	\$150.00 3	:30	2	1	TH-F,M	5A-6A	\$300.00	2	
2		CBS THS MRN:SA	10/20-10/20	\$50.00 3	:30	1	1	SA	5A-7A	\$50.00	1	
3		KRQE NW13-MRN2<	10/18-10/22	\$300.00 3	:30	3	1	TH-F,M	6A-7A	\$900.00	3	
4		CBS THS MRNG-2<	10/18-10/22	\$300.00 2	:30	3	1	TH-F,M	7A-9A	\$900.00	3	
5		CBS SUNDAY MORNING	10/21-10/21	\$600.00 3	:30	1	1	SU	8A-930A	\$600.00	1	
6		FACE THE NATION	10/21-10/21	\$2,200.00 1	:30	1	1	SU	930A-10A	\$2,200.00	1	
Buyline Comment: LIMITED WEEKLY INVENTORY AVAILABLE												
7		THE DOCTORS	10/18-10/22	\$125.00 3	:30	1	1	TH-F,M	9A-10A	\$125.00	1	
8		KRQE NW13-NOON<	10/18-10/22	\$275.00 3	:30	1	1	TH-F,M	12P-1230P	\$275.00	1	
9		DR. PHIL	10/18-10/22	\$175.00 3	:30	2	1	TH-F,M	3P-4P	\$350.00	2	
10		KRQE NWS13@4PM	10/18-10/22	\$425.00 3	:30	2	1	TH-F,M	4P-430P	\$850.00	2	
11		KRQE NWS13@430	10/18-10/22	\$425.00 3	:30	1	1	TH-F,M	430P-5P	\$425.00	1	
12		CBS EVE NWS	10/18-10/22	\$1,000.00 2	:30	3	1	TH-F,M	5P-530P	\$3,000.00	3	
Buyline Comment: LIMITED WEEKLY INVENTORY AVAILABLE												
13		KRQE NWS13-530<	10/18-10/22	\$900.00 3	:30	3	1	TH-F,M	530P-6P	\$2,700.00	3	

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 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
14		JEOPARDY	10/18-10/22	\$1,200.00 3	:30	2	1	TH-F,M	6P-630P	\$2,400.00	2	
15		WHEEL OF FORTUNE	10/18-10/22	\$1,200.00 3	:30	2	1	TH-F,M	630P-7P	\$2,400.00	2	
16		JEOPARDY-WKND	10/20-10/20	\$275.00 3	:30	1	1	SA	6P-630P	\$275.00	1	
17		WHEEL-FORTUNE W	10/20-10/20	\$275.00 3	:30	1	1	SA	630P-7P	\$275.00	1	
18		THE MENTALIST	10/18-10/18	\$4,200.00 2	:30	1	1	TH	9P-10P	\$4,200.00	1	
19		BLUE BLOOD-CBS	10/19-10/19	\$3,000.00 2	:30	1	1	F	9P-10P	\$3,000.00	1	
20		60 MINUTES	10/21-10/21	\$6,000.00 2	:30	1	1	SU	6P-7P	\$6,000.00	1	
Buyline Comment: LIMITED WEEKLY INVENTORY AVAILABLE												
21		THE GOOD WIFE	10/21-10/21	\$3,600.00 2	:30	1	1	SU	8P-9P	\$3,600.00	1	
22		KRQE NWS13 @10	10/18-10/22	\$1,500.00 3	:30	3	1	TH-F,M	10P-1035P	\$4,500.00	3	
23		KRQE NWS13 @10	10/20-10/20	\$700.00 3	:30	1	1	SA	10P-1035P	\$700.00	1	
24		KRQE NWS13 @10	10/21-10/21	\$800.00 3	:30	1	1	SU	10P-1035P	\$800.00	1	
Buyline Comment: WILL RUN LATE AFTER NFL												
25		LETTERMAN	10/18-10/22	\$550.00 2	:30	2	1	TH-F,M	1035P-1137P	\$1,100.00	2	
26		NFL: DENVER GAME	10/21-10/21	\$2,400.00 3	:30	1	1	SU	2P-5P	\$2,400.00	1	

Late Game
 (Handwritten signature/initials)

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---SALES MONTHLY TOTALS---

Oct 12: 42 / \$44,325.00
Sales Totals: 42 / \$44,325.00
Station Totals: 42 / \$44,325.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$130,368
KASA 11%
KRQE 34%

KASY 1%
KWBQ 2%

KBIM 0%

KOAT 34%

KOB 18%

---COMPETITIVE COMMENTS---

EST SHARES, KASY RECEIVED LESS THAN 1%

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE